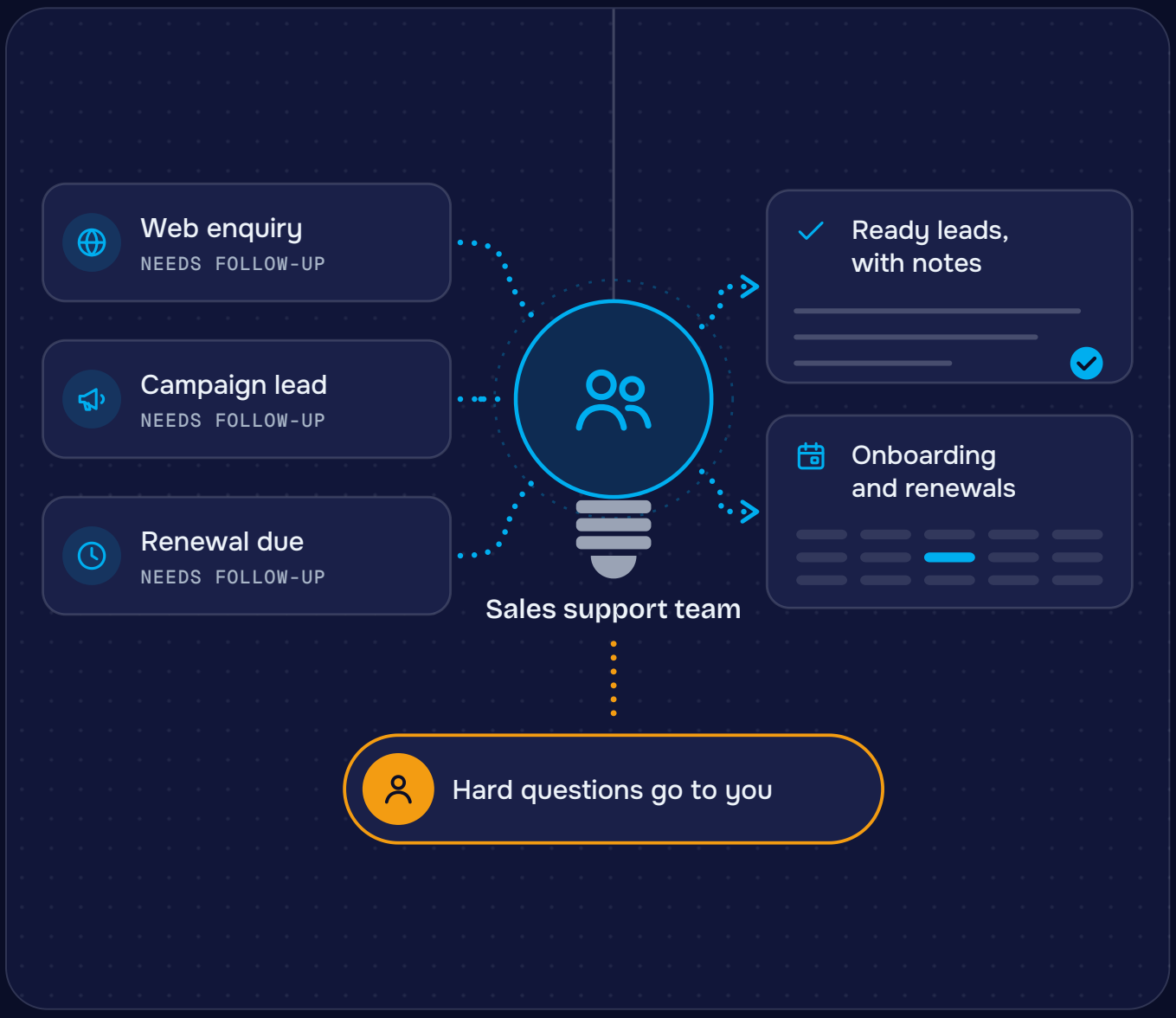
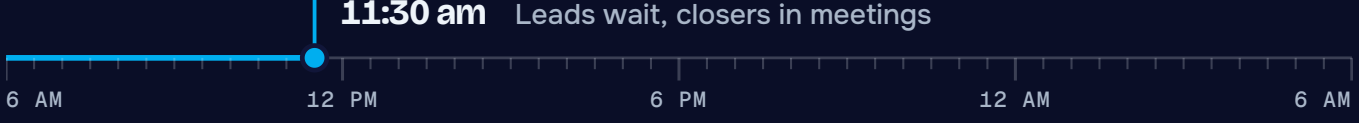
Pre-sales and post-sales teams

New leads followed up while they're warm, and customers looked after until renewal.





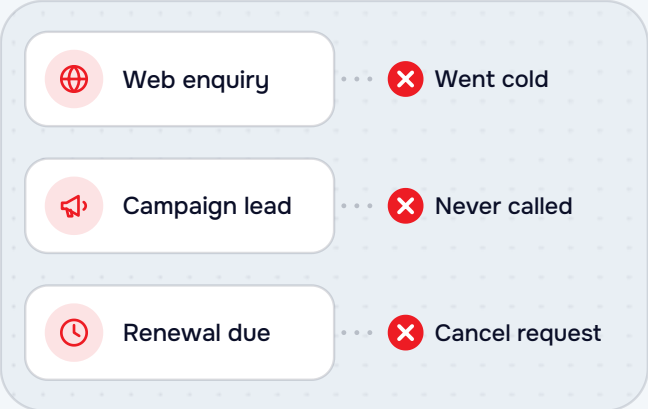
Who it is for

Medium and large companies selling to businesses, with a CRM and a sales process, whose leads go cold before anyone calls or whose customers hear little until renewal.

- FIRMS SELLING TO FIRMS
- BIG-TICKET SALES TEAMS
- FIRMS WITH RENEWALS
- TEAMS WITH BUSY CLOSERS

Where deals stall at both ends

- Enquiries from campaigns, events and the website arrive faster than anyone can call them back.
- Good leads go cold while your closers are in meetings.
- Customers sign, hear little for months, and the first real talk is the one where they ask to cancel.



BEFORE: LEADS GONE COLD, CUSTOMERS LEFT ALONE

What we take on

We run outsourced teams of people who work to rules you sign off. The pre-sales team calls new enquiries back, asks your qualifying questions and books ready buyers in with your closers. The post-sales team gets new customers started, checks in and looks after renewals.

Leads called back quickly

By phone, email or message, within a reply time agreed with you, before the lead goes cold.

Qualified to your checklist

Each lead goes to your sales team with notes, back into follow-up, or is closed with a reason.

Customers looked after

An onboarding plan for each new customer, check-ins against it, and renewal talks well before the date.

How it works

WE DO THIS TOGETHER

1

TOGETHER

We learn how you sell today

Where your leads come from, what your CRM holds, how your closers work and when renewals fall due.

2

TOGETHER

We write the playbook with you

Qualifying checklist, call and email guides, hand-off rules, onboarding plan and calling rules per country, all signed off by you.

3

US

We train the team

They learn your product and your customers. Team size, hours of cover and languages are agreed with you before work starts.

4

US

We run it and keep it current

The team works in your CRM, and we change the playbook when your offer or your market changes.

What you get

- ✓ A written playbook: qualifying rules, call guides and hand-off rules, signed off by you
- ✓ New enquiries contacted within a reply time agreed with you
- ✓ Sales-ready leads passed to your closers in your CRM, with notes and next steps
- ✓ Planned follow-up for leads not yet ready, and a reason for every closed lead
- ✓ An onboarding plan for each new customer, with goals, milestones and who does what
- ✓ Renewal calls planned from your renewal dates, starting well before each one

What we need from you

- A description of the customers you want, and what makes leads ready
- Training time with your sales lead, plus product and CRM logins
- Where your leads come from, with their consent records
- Your renewal dates and the contract terms the team needs to know
- One person on your side who signs off scripts

Timeline We agree the timeline with you before we start.

How you stay in charge

The team works to rules you sign off, inside your own CRM.

Scripts and rules you sign off

You sign off every script and checklist first. The playbook says what the team may promise and what it passes to you.

Every lead's outcome on record

Notes and outcomes go into your CRM. How often you get reports, and what they cover, is agreed before work starts.

A contact who answers to you

Who your contact on our side is, and how often you review the work together, is agreed before work starts.

Change, pause or end it

Change any script when you need to. Pausing a campaign or the team, and notice to end it, go in the contract.

Questions people ask

How do you decide a lead is ready?

By a written checklist you and your sales head agree with us, including what closers should turn down. Your team can return any lead that misses it.

Who owns the customer data?

You do. The team works in your CRM and your systems, so every record and note stays with you. The contract sets out how the data is protected.

Are sales calls allowed where buyers are?

It depends on the country. We agree the calling rules for each country with you before any call, and the contract says who does each check.

Which hours and languages do you cover?

We agree the hours of cover, time zones, languages and team size with you before work starts.

Tell us where your deals stall

Before the first call or after the signature? We'll suggest where a team would help first. Bring a recent month of lead and renewal data if you can.

We quote in writing after a free consultation, based on the work, the hours of cover and the team size.

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Book a free consultation: **webvijayi.com/contact**